

Claims

[c1] I claim:

1. A Method for advertising and marketing of businesses comprising:

Using the of inside a candy wrap for placement of ads, placing web site address (URL) on the outside of candy wrap;

placing a promotion inside the candy wrap;

using of the Internet for marketing and checking the result of promotion in combination with candy wraps; and using said candy wraps for advertising to specific geographical area and group of customers by using a selection method of distribution to achieve targeted advertisement.

[c2] 2. A Method according to Claim 1 in which said promotion is a discount.

[c3] 3. A Method according to Claim 1 in which said promotion is a prize coupon.

[c4] 4. A Method according to Claim 1 in which said promotion is a lottery number.

- [c5] 5. A Method according to Claim 1 in which said customer goes to a website to check a promotion.
- [c6] 6. A candy wrapper comprising:
one side having a web site address and another side having an advertisement and a prize notification.
- [c7] 7. A candy wrapper according to Claim 6 further comprising:
Said web site address being on the outside side of said candy wrapper and said advertisement and prize notification being the inside side of said candy wrapper.
- [c8] 8. A method where multiple businesses use the candy wrappers of claim 6.
- [c9] 9. A Method for advertising and marketing of businesses comprising:
Using the of inside a candy wrap for placement of ads,
placing web site address (URL) on the outside of candy wrap;
placing a promotion inside the candy wrap;
using of the Internet for marketing and checking the result of promotion in combination with candy wraps;
using said candy wraps for advertising to specific geographical area and group of customers by using a selection method of distribution to achieve targeted adver-

tisement;
wrapping candy wrappers around candy;
mixing candy from a select group of businesses; and
having businesses distribute the mixed candy.

- [c10] 10. A Method according to Claim 9 in which said promotion is a discount.
- [c11] 11. A Method according to Claim 9 in which said promotion is a prize coupon.
- [c12] 12. A Method according to Claim 9 in which said promotion is a lottery number.
- [c13] 13. A Method according to Claim 9 in which said customer goes to a website to check a promotion.
- [c14] 14. A Method according to Claim 9 in which said distribution method is giving it free to said customers.